

Director of Marketing and Public Relations

Position Concept:

The Director of Marketing and Public Relations is responsible for advancing the Council's public image through media relations, communications and marketing initiatives. In this role, the Director will give leadership to the development, preparation and execution of the marketing and communications strategies and tactics to internal and external stakeholders. Additionally, the Director will plan, integrate and supervise all Council communications for clear and consistent messages and serve as the Council's media spokesperson.

Breakdown of Job Responsibilities:

Marketing/Branding/Graphic Design

1. Increase awareness of the Scouting brand through strategic media placement in print, television and electronic platforms.
2. Assist in the marketing efforts of the Council's annual events including, but not limited to, School Night to Join Scouting and Scouting for Food.

Public Relations

1. Pitch stories to local, regional and national media and author feature stories
2. Serve as the Council's spokesperson. Maintain effective relationships with media representatives.
3. Schedule, plan and manage all press functions and media interviews.
4. Track and compile media reports as they relate to the Council and the Boy Scouts of America.
5. Develop and manage a crisis communications plan for the council.
6. Train districts in selecting and training public relations chairmen.

Communications

1. Manage the Marketing Coordinator staff person to align all branding and marketing communications. The Marketing Coordinator's primary focus is on internal communications and materials development.
2. Oversee and guide the development and production of communications tools for fundraising programs, including regular reports to donors, thank-you letters, etc.
3. Oversee the strategic content and edit the *Scouter's Duffle Bag* newsletter.
4. Write scripts, speeches and other communication pieces on behalf of the Scout Executive and Council.
5. Develop and produce the Council's annual report.

Website/Social Media

1. Provide strategic direction and approval of content for the Council website.
2. Oversee strategy related to the Council's social media presence.

Special Responsibilities

1. Develop and manage committees of volunteers to provide guidance in public relations, branding, marketing and communication.
2. Develop, monitor and control the Council's marketing and public relations budget. Achieve net budget surplus and assist in the development of the Council's annual budget.
3. Attend Executive Board meetings and assist the Scout Executive and Deputy Scout Executive in the preparation for, and follow-up of, these meetings.
4. Maintain a close relationship with the Scout Executive and Deputy Scout Executive to ensure the effective utilization of the whole staff to achieve the council's marketing and public relations goals.
5. Perform other duties as assigned by the Scout Executive, Deputy Scout Executive and Chief Development Officer.

Skill Set:

- Experience developing high level marketing and brand strategy to support the strategic vision of the organization.
- A visionary leader with a deep understanding of traditional and innovative marketing strategies and a proven track record of creating campaigns and initiatives that will drive and increase fundraising revenue, membership growth and volunteer engagement.
- The ability to negotiate project details and fees with outside contractors/vendors related to marketing and promotions.
- Set and achieve strategic goals related to social media metrics, television advertising and marketing campaign initiatives that are reflective of the market trends and research.
- Demonstrated ability to lead and inspire a team.
- Outstanding communication and interpersonal skills.
- Ability to work well with and through others.
- Ability to understand changing market dynamics.
- Entrepreneurial spirit.

Compensation:

Equal opportunity employer. In addition to offering a competitive salary, benefits include major medical, prescription coverage, dental, vision, life-insurance, long-term disability, accidental death, a 403b retirement plan with company match and mileage reimbursement. We also offer generous vacation days and ten paid holidays.

How to apply:

Qualified candidates must submit a cover letter and resume with salary history to ronald.green@scouting.org.